



## NEWS RELEASE

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### CHAMPION STEER AT IOWA STATE FAIR CONTINUES REIGN

August 30, 2010 *Sioux Center, Iowa* – The 2010 Grand Champion Steer at the Iowa State Fair uniquely claims a familiar title. “Doc”, the steer show by Tyler Faber of Sioux Center, Iowa, was a genetic copy or clone of the Grand Champion Steer, which won at the same show in 2008 – produced through cloning technology. A clone is basically an identical twin, just born at a later place in time.

“This is a milestone achievement,” says Diane Broek, general manager of Bovance, the technology company contracted to make the bull that ultimately became Doc, the steer. “Achieving championship status demonstrates that superior genetics can be replicated through cloning technology, and offers breeders successful options. Though few animals are worthy of the investment and time to be cloned, those that truly are elite outliers can provide great contributions to improving the meat and milk supply. These are the best candidates for the technology,” she adds.

Broek acknowledges that a great deal of precise nutrition, care and husbandry were required to ensure the growth and development of this individual coupled with the genetic caliber of the calf. “Bovance offers services that provide a genetic opportunity to our clients but ultimately, in the show ring, genetics are only a minor portion of the winning recipe. It takes hard work and skill on the part of the exhibitor to bring out the best in that genotype, and even then, there is an element that is out of their control. A champion animal is a combination of the three and we congratulate Tyler Faber on this achievement”.

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Selling at the state fair's Sale of Champions, Doc set a new record at \$45,000. Virtually all of the other champions also set a record that day in a snappy sale that provided more opportunities for 4-H in Iowa through the scholarship funding each winning bid provides. Doc was purchased by a collaborative bid from Bovance, ViaGen and Trans Ova Genetics. As with other animals produced through Bovance, Doc was registered in the Supply Chain Management Program – which identifies and registers cattle and pigs produced through cloning technology and tracks them throughout their life.

Sired by the famous club calf sire, Heatwave, Doc's pedigree further illustrates elite genetics and the advanced use of technology. Heatwave has been genetically replicated through cloning in order to make his elite genetics available to more breeders through his clones.

The U.S. Food and Drug Administration (FDA) released their final risk assessment in 2008, after years of extensive scientific study, and declared that the meat and milk produced from clones and their offspring was safe to consume. At that time, they lifted the voluntary moratorium and granted their approval for the offspring of animals produced using cloning technology into the food chain. (The offspring of animals produced using cloning technology are not clones but are produced by reproductive technology involving two parents).

At the time the final risk assessment was released, the USDA stepped in and requested an orderly transition from the voluntary moratorium to commercialization for the animals produced using cloning technology only. The buyers of Doc honored the requested voluntary moratorium by electing to keep the meat from this champion steer for personal consumption.

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Bovance is a joint-venture between Trans Ova Genetics of Sioux Center, Iowa and ViaGen of Austin, Texas. Trans Ova Genetics helps cattle breeding clients effectively implement advanced reproductive technologies, including embryo transfer, in vitro fertilization, sexed semen, genetic preservation and cloning. ViaGen adds value to the marketplace by cloning animals, licensing and selling proprietary animal genetics, and providing traits and technology for animal agriculture industries worldwide. Bovance provides bovine cloning services and genetic opportunities to cattle producers across North America as an exclusive product offering from Trans Ova Genetics.

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**Editor Notes:**

Electronic text and additional cloning-related reference materials are available for download at: <http://www.bovance.com> or <http://www.filamentmarketing.com/resources.htm>



Iowa State

Exhibitor

**GRAND  
CHAMPION  
4-H MARKET STEER**

**IOWA  
STATE  
FAIR  
2010**

IOWA STATE FAIR  
PIONEER LIVESTOCK PAVILION  
PRAIRIE MEADOWS  
RACETRACK & CASINO